

**Amendments to the Specification**

Please replace the Title with the following amended Title:

[[METHOD]] APPARATUS FOR PERSONALIZING COMPUTERIZED CUSTOMER SERVICE

Please replace the paragraph beginning at line 11 on page 2 with the following amended paragraph:

The present invention provides [[a method]] an apparatus and system for dynamically adjusting the language usage pattern of messages from an automated computer system to the user as a function of that user's previously stored language usage pattern preferences. This feature is independent of the actual language spoken/written by the user. As used herein, language usage pattern includes, but is not limited to, personal pronoun preference, pacing, and volume.

Please replace the paragraph beginning at line 23 on page 2 with the following amended paragraph:

The inventive [[method]] apparatus, as implemented in software adapted for use when viewing a Web site, first presents textual information to a user upon user entry into a system having the present invention. The user is prompted to select preferable paragraphs and/or phrases the user determines as more interesting or more helpful. These selected preferences become part of a user profile maintained by the system. Thereafter, any remaining text to be shown to the user is dynamically adjusted for presentation to the user in accordance with the user's previously designated and stored preferences.

Please replace the paragraph beginning at line 23 on page 3 with the following amended paragraph:

As noted above, some levels of personalization are available for interactive computer systems. The [[method]] apparatus of the present invention represents an improvement over what is currently available by more closely matching computer generated and delivered information to the user's preferred language usage patterns. modifying the style but not the substance of the information provided to the user.

Please replace the paragraph beginning at line 26 on page 5 with the following amended paragraph:

The use of the [[method]] apparatus of the invention is particularly beneficial with systems such as those used by vehicle rental companies and financial management concerns, but may be adapted to other systems where user satisfaction with a transactional experience is important.